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[a plurality of] at least one display module[s] (52) for displaying desired product information, each said module[s] (52) disposed at a desired location[s] of said shelves [46];

at least one gondola controller (48) operatively connected to at least one said module (52);

[means (48c) for communicating real time information between said on-site processor (32) and said at least one gondola controller (48);]

at least one information controller (42) [for controlling display of real time information at said shelves (46) via] operatively connected to each said gondola controller (48) and said [display module (52); and] on-site processor.

[printer enabling means (227) for on demand creation and display of at least one printed artifice (220) that can be placed at a predetermined location of said shelves (46).]

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3. (Amended) The product information system (30) of claim 1 wherein said gondola controller (48) comprises a microprocessor (48a), and a communications networking apparatus (48c) [for operatively connecting, via at] responsive to at least one data receiver/transmitter apparatus (48e) said apparatus capable of operating [either] in modes comprising one of asynchronously [or] and synchronously.

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Claim 4, line 5, after "comprising" insert -- power level sensing and control means (47) and --.

Claim 5, line 3, change "receiving" to -- providing --;
line 4, delete "and transmitting said signals".

Claim 6, line 2, after "comprises" insert -- a --;
delete "means";
line 3, after "supplying" insert -- backup --.

A⁴ Claim 8, line 3, after "comprises" insert -- one of --;
after "network" insert -- and a
hardwired network --.

A⁵ Claim 10, line 5, after "(52)" insert -- said bus further
comprising a plurality of data lines (142-144) --.

A⁶ 16. (Amended) The product information system (30) of
claim 1, further comprising a [graphic edge creation] printer
enabling means (227) for custom creating [said] a printed artifice.

17. (Amended) The product information system (30) of
claim 16, [wherein] further comprising graphic edge creation means,
said graphic edge creation means (227) [receives information from]
comprising means for interfacing with said on site processor (32)
and said information controller (42) to enable[s] printing labels
(220) of any desired size.

A⁷ Claim 20, line 1, change "1" to -- 16 -- ;
line 2, after "of" insert -- different modes of
operation comprising color printing and --.

Claim 23, line 2, delete "further".

A⁸ 24. (Amended) The product information system (30) of
claim 1, further comprising a portable RF (54) device for
transceiving product data [with said on-site processor (32) for
subsequent communication] to [said] at least one said gondola
controller (48).

A⁹ Claim 29, line 5, after "plastic" insert -- and said bus
(50) is formed with said back plane (82) --.

Claim 33, line 3, change "a" to -- one of an --;
after "LCD" insert -- , LED and FED --.

Claim 41, line 5, delete "where a plurality of products
can be disposed";

line 6, change "on any of a plurality of
shelves" to -- said shelves --;

line 19, change "interfacing" to -- operatively
connecting --.

NE Claim 43, line 30, change "scanning" to -- inputting --;

NE line 33, change "scanned" to -- inputted --.

Claim 50, change "49" to -- 28 --.

Claim 53, line 2, change "comprises a" to -- is selected
A10 from a group comprising --;

line 3, after "LCD" insert -- , LED and FED --.

A10 59. (Amended) The product information display assembly
(52) of claim 28 further comprising module interconnect means (161)
for interconnecting a plurality of said product display assemblies
(52) via said electrical bus (50), said module interconnect means
(161) comprising:

first and second pairs (163, 165) (167, 169) of side
walls defining a rectilinear connector housing (175), said housing
forming an aperture cavity (179) therewithin parallel within said
first pair of sidewalls (167, 169), said aperture formed to carry a
plurality of parallel electrical conductors;

a plurality of substantially parallel electrical contacts
(173) formed with an outside face (177) of one of said first pair of
sidewalls (167, 169) and opposite said aperture cavity (179), said
electrical contacts (173) having tines (171) extending partially
into said aperture cavity (179);

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first (181) and second (183) channel mating lips formed
with a respective first pair of sidewalls (163, 165) of said
housing; and
aperture cover means (185) for urging said conductors
against said electrical contact lines (171).

Claim 67, line 6, after "(46)" insert -- , said
shelves --;
after "and" insert -- wherein --;
line 10, after "any" insert -- desired --.

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68. (Amended) An integrated real-time product
information system (30) for use where a plurality of products can be
disposed on shelves (46), said shelves (46) capable of forming [a
plurality of gondolas] at least one gondola (44), and an on-site
processor (32) is utilized to at least audit said products
[utilizing a space plan (239) for said shelves (46)], said
information system (30) comprising:

a graphic edge creation means (227) for custom creating a
printed artifice (220) of any desired size for placement at a
desired location of at least one said [gondola (44)] shelf (46);

at least one information controller (42) [for controlling
and communicating product information from said on-site processor
(32) to said graphic edge creation system];

said graphic edge creation means (227) further
comprising:

a label library database (237), a print formatter (240),
a label editor (236), and a print sequencer (238), a space plan
database (228), a store plan (242), a space plan (244); and

a store spacemap (233 whereby said graphic edge creation
means (227) receives said product information from said information
controller (42) and correspondingly enables printing said desired
printed artifice (220).